

Elections are always chaotic times, and for this reason, Americans across the country look to the media for fair reporting in order to make informed decisions. Hence, it is the media's responsibility to serve the public fairly and in an unbiased manner. Besides the issue of media consolidation that Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election brings up, this is a clear breach of whatever 'journalistic ethics' were left in the world. Maybe this ideal is naive, but as a student I'd like to know that I can trust the media to at least pretend to give me fair and balanced reporting.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.